

**PU020348 JPWYC(Jill) (JP2000023127)
ON 9112**

- (19) Patent Agency of Japan (JP)
- (12) Official report on patent publication (A)
- (11) Publication number: 2000-023127
- (43) Date of publication of application: 21.01.2000
- (51) Int.Cl. H04N 7/14 H04M 3/42 H04M 11/06
- (21) Application number: 10-204392
- (22) Date of filing: 02.07.1998
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- (54) Title of the invention: Video telephone advertisement order system
- (57) Abstract:

Problem to be solved: To attain the application and check of one-to-one marketing for expensive article, which is efficient but requires much cost, and to reduce the payment of high amount of telephone charges caused by sisters or brothers in every home together with no efficiency in the flow advertisement of mass marketing of radio, television or newspapers.

Solution: In the application of one-to-one marketing being ultimate marketing to general articles and services, when each person is to make a video telephone call 28, the attribute number of a family is inputted by personal attribute selection marketing based on video and audio in a two-way communication while utilizing a video telephone 28 to be propagated in future and when the number of a telephone party is inputted, before the connection with the party, the video and audio such as the article suitable for the attribute of the family, the advertisement of the service or announcement are displayed for fixed time.

Then, this system supports the video telephone charges to every registered subscriber home through a provider sponsor.

[Claims]

[Claim 1] When a registered subscriber hangs the usual video telephone using a house or a specified video telephone, a video telephone advertisement system which makes no charge designated time (for example, for 30 minutes) phone call charges every day, and an image and a sound of a sponsor enterprise which are stored by «advertisement data part» 9 of drawing 1 make the full screen before a partner and a video telephone are connected or an end instead display during a telephone call.

[Claim 2] The attribute of a registered subscriber of claim 1 is stored by drawing 1 «individual customer database and individual customer attribute selecting part» 8, and only a family number (for example, a father 1 and a mother 2) is only specified by sharing telephone number notice service. A video telephone advertisement system which a suitable advertisement is chosen as attributes, such as the family's age, and sex, and is displayed on them with an image and a sound.

[Claim 3] An interactive television telephone advertisement system which chooses goods of hope, and the same number as service a plurality of goods and out of service and whose order is possible with a push button of a video telephone or a screen switch and software of separately an addition, and a sound while seeing an image of a video telephone and listening to audio explanation.

[Claim 4] A video telephone advertisement system which can send an important variety of information, emergency intelligence, and the like to a memory of a video telephone simultaneously with an image, text, and a sound to many video telephones.

[Claim 5] If «headquarters change machine and free television phone» 2 of a video telephone are called, an initial screen accompanied by an advertisement like drawing 2 will be displayed, and it will be expressed to the surroundings of a screen of television as each available service number, a service name, a picture, a photograph, and mascot drawing. A video telephone advertisement system which can display a sponsor's advertisement on a center section with an image and a sound.

[Claim 6] A video telephone advertisement system in which a menu of service in which specified service spread to the limit of a part of middle of the screen part and a display surface, and was specified when a number of hope around an initial screen of claim 5 was specified is expressed as an image, and can be heard with a sound too.

[Claim 7] A video telephone advertisement system in which the person himself/herself can see a part for the person himself/herself of individual customer different data of headquarters with a video telephone, and can check it by choosing «12 The individual customer own information and the check» No. 12 of drawing 2, and putting in a recitation number of the person himself/herself.

[Claim 8] A video telephone advertisement system which can check an advertisement which chose «10 Registration advertising check» No. 10 of drawing 2, and was displayed to the person himself/herself and an advertisement in which others are registered.

[Detailed description of the invention]

[0001]

[Field of the invention] This advertising order system is false confrontation marketing of two-way communication use of 1 to 1 with a certain image and sound by ultimate marketing which was not until now. It is a thing about each user individual's attribute sorting marketing, and is also the simultaneous order system which was not until now too.

[0002]

[Description of the prior art] By the conventional advertisement, there are a picture stands, a signboard, a picture, the newspaper of a character, a magazine, advertisement leaflets, audio radio advertising, satellite broadcasting of an image and a sound, and a TV commercial, and they can limit only a rough area. An advertisement had to be placed so that it might discharge. The time when the effect of the TV commercial which is the representation of the present media touched each media with the advent of the Internet or satellite broadcasting was distributed, and it has faded more. And many of TV commercials of Japan were not able to finish telling the contents of 15 seconds, and goods and the new product which are short characteristic.

[0003] Although there is only direct mail that can be taken out to individually addressed appointed in consideration of an individual attribute, when it is direct mail, are goods limited like the event focused on age (Japanese clothes of a coming of age ceremony). Although there was direct mail which a store and the like send to the individual who understands a name and an address by a former purchase visitor, it was limited to the area and the fixed individual and did not spread rather than by mail of the handling

goods of each store in consideration of the individual attribute.

[0004] Although there is an advertisement of only a sound of 1 to 1 using the conventional telephone in overseas, as goods were not able to be shown when using, since it was only a sound, although an image did not come out and the individual attribute was taken into consideration, unless the goods and place were shown with the image, advertised object goods, service is limited and the new product to advertize most, the new service, and the like could not be imagined easily, and use preparations were not able to use them.

[0005] The system using the personal computer especially according to the Internet in the U.S. has spread dramatically. In Japan, people are unfamiliar to a keyboard, and to do various things is dramatically difficult, a user inclines, probably the general public has few opportunities to use a computer, and the user-friendliness could never catch up with evolution of a video telephone.

[0006]

[Problems to be solved by the invention] Since commerce started, it explained those who are likely to buy one sort of goods which it has by 1 to 1 as the beginning of marketing, and had sold and bought by conviction, but if not almost all persons purchase all the daily commodities in the present age, it cannot live. People of at least 100 million or more are living in Japan, and the same goods and well alike goods are overflowing, and although each manufacturing and selling contractor does not sell an in-house product, he places one advertisement after another in the sake.

The face-to-face sales of those who sell and who buys it of 1 to 1 called ultimate marketing in the old advertisement did not have very much a means which carries out them even if only some high ticket items want to provide simultaneously cheaply the advertisement of various companies which the actual condition is carried out and set by the individual attribute with an image and a sound.

[0007] At each home, the increase of a burden of telephone charges fee is increasingly expected in the use of a video telephone which is afflicted by the big ticket telephone charges fee payment by marathon phone conversations of the brothers and sisters in his teens and his twenties and which will spread from now on.

[0008]

[Means for solving the problem] This system instead of making into designated time no charge every day telephone charges of a home on which a video telephone is hung for a long time (for example, every day for 30 minutes), an advertisement talk and an image of a sponsor enterprise which doubled with an individual attribute which is called 1 to 1 ultimate marketing into a telephone before hanging a video telephone, and which carries out a video telephone are shown, a video telephone system simply made when use a two-way communication function of a telephone, and a questionnaire is filled out or detailed explanation and an order of goods push a designation button of a video telephone.

[0009]

[Embodiment of the invention] The subscription applicant of this system calls nearby «headquarters change machine» 19 of a «free television phone» first by Free Dial, after finishing registration of family structure, each one of age,

sex, an occupation, a hobby, and the like, using telephone number notice service and registering the number of the specified Free Dial into a one-touch dial. If No. 1 of the «1 partner video telephone» of drawing 2 out of which the initial screen of drawing 2 comes putting in a family number is specified and telephone number matches are put in after pushing the one-touch dial of Free Dial first, when everybody do a video telephone, Before a partner and a video telephone are connected, it corresponds to a family number in a customer database. The advertisement in which apt goods and the advertisement of service were selected carefully by age, sex, and the like from «advertisement data part» 17 by «individual customer attribute selecting part» 16, «advertising separation part classified by attribute» 18 is displayed on «video telephone» 20 for tens of seconds with a sound and an image from «sorting advertising outputting part» 10A. After that «a partner video telephone» 1 is connected and the usual video telephone is made. When those products are mail order articles at the time of an advertising display, if a designation number is pushed, an order of the product can be performed and the request for a sample or a sample can be performed too.

[0010] If «2The consumer goods, a store, and a Spa information» No. 2 on an initial screen of drawing 2 are chosen, the information on the super market of the neighborhood of the day, the bargain of a store, and the like can be seen and heard too. If «3 Dining out, a movie, a town magazine, leisure, and travel advisory» No. 3 are chosen, the existence of today's of a restaurant and a restaurant eyeball dish, a show movie and guidance to a theater, town magazine information, leisure, and a travel

advisory can be seen and heard, and a reservation and a contract can be performed. Also an advertisement can be displayed on a part of display screen, the upper and lower sides, and the like if it chooses except No. 1.

[0011] If «4 The local elementary and junior high schools and the cities, towns and villages public information» No. 4 of an initial screen of drawing 2 are chosen, area information, such as an event of each school and cities, towns and villages and public relations, can be seen and heard. If «5 An occupation, economy, politics, bank, and bond information» No. 5 are chosen, business information and the like which will start the date of the supporters' association of a job application information, business information, and local politician, parliament, a prefectoral assembly report of a bank, and the like and from now on, such as deregulated interest rate information, real-time stock quotes, and a brokerage commission, can be seen and heard.

[0012] «6 The correspondence course and the video telephone coaching school» No. 6 of an initial screen of drawing 2 are chosen, studies by a correspondence course or the question and the like of and the homework which is not known have come out. «7 Health, a sport, fortune telling, and stress information» No. 7 are chosen, illness and stress can consult, it can act as fortune telling or healthy mental health information, including short course days, such as a sport, the use information on a public facility, and the like, can be seen and heard.

[0013] If «8 The sport for pay, entertainments, and the event information» No. 8 of the initial screen of drawing 2 are chosen, results, such as swimming, various track and field, soccer, and baseball, a game schedule and the public

performance schedule of the various space going to see a play, and each event information can be seen and heard. If «9 Various circles, NPO, and borantea information» No. 9 are chosen, definite aim in life information, including nearby club activities information, NPO (private sector nonprofit organization), the kind of borantea organization, the contents of activity, talented people collection, and the like, can be seen and heard, and it is full of very healthy information on mental health in the person himself/herself and a community.

[0014] By carrying out a video telephone to each registered subscriber from headquarters at the time of incidents, such as natural disasters, such as an earthquake and a fire, and a manmade disaster, refuge and defense are urged to «video telephone broadcasting station and emergency report» 11 of drawing 1, and they provide the information for reducing damage preliminary. It is a system which in the case of disasters, such as a fire near the registrant, headquarters to notify an image if possible at once, sends the information to the memory of the video telephone of each neighborhood from headquarters with an image, text, and a sound at an instant, and takes into consideration effective use of a video telephone circuit. If No. 11 of «11 The video telephone broadcasting station and emergency report» of the initial screen of drawing 2 is chosen, the newest information stored by the memory of the video telephone can be seen and can be heard at any time.

[0015] In «purchase, inquiry, and individual customer data division» 12A of drawing 1, as the data of a visitor's purchase careers and inquiry careers is stored, «advertisement data part» 17 store as each visitor different data of the advertisement outputted to the past individual

customer and sorting advertising output data is interlocked with, it is better and the advertisement of an individual customer's inclination goods can be sorted out.

[0016] By choosing «12 The individual customer own information and the check» No. 12 of the initial screen of drawing 2, when the person's himself/herself own data sees, it can check. By choosing «10 Registration advertising check» No. 10 of the initial screen of drawing 2, the advertisement stored by the advertisement data part can see and can be heard from the new advertisement displayed on the person himself/herself.

[0017]

[Effect of the invention] This system is false confrontation marketing use of the two-way communication of 1 to 1 in the image and sound which is ultimate marketing, it is compared with the technique of discharging an advertisement to passive televiewers, such as the conventional TV commercial, in order to choose and display goods and service which became active easily from the moment a user dials to the advertisement, and were doubled with the user's attribute, an effect increases more, and when it is the notice of a new product and a new service, conventional printing type advertisements, such as a newspaper and a magazine, radio, television, satellite broadcasting, and the like were combined, and simultaneously, it was advertising so that it might discharge by several kinds of media. Although name recognition was low although advertised, and a propaganda effect did not go up, in a video telephone, by notifying thoroughly from former, it can be made to recognize to the contents of a new product and the new service, and advertising effectiveness increases more.

[0018] This system is an epoch-making system with conventionally impossible an image and a sound where the goods set by an individual customer's attribute, the advertisement of service, and whose notice are cheap to a nearby individual customer, and can do a neighboring store and the information as of today of a company in real time.

[0019] If «10 Registration advertising check» No. 10 of drawing 2 is chosen, the epoch-making place of this system, of course, the individual customer itself reproduces the advertisement in «advertisement data part» 17 with an image and a sound always, and individual customer sorting display advertisement data is a repetition check system. Choosing «12 the customer own information and the check» No. 12 of drawing 2, the data by the side of an individual customer's own system, the person is being able to see by putting in the appointed recitation number.

[Brief description of the drawings]

[Drawing 1] is the block diagram of a video telephone advertisement system

[Drawing 2] is a drawing of video telephone advertisement system initial screen

[Drawing 3] is the example of a menu screen of the selected service

[Description of numerals]

1 Partner video telephone machine

2 Consumer goods, a store, a Spa information

3 Dining out, a movie, a town magazine, a leisure travel advisory

4 Public information, such as local elementary and junior high schools and cities, towns and villages

- 5 An occupation, economy, politics, bankable paper information
- 6 A correspondence course, a video telephone coaching school
- 7 Illness, stress, fortune telling, sport information
- 8 Sport for pay, entertainments, an event, information
- 9 Various circles, NPO, borantea information
- 10 Registration advertising check
- 10A Sorting advertising outputting part
- 11 A video telephone broadcasting station, an emergency report
- 12 An individual customer own information, a check
- 12A A purchase, an inquiry, an individual customer data division
- 13 A neighboring store, a leisure information bureau
- 14 Culture, an entertainment, an event, a health information part
- 15 An advertising separation part, a video telephone terminal area
- 16 An individual customer database, an individual customer attribute selecting part (age, sex, position)
- 17 Advertisement data part
- 18 The advertisement selection part according to attribute
- 19 A headquarters change machine, a free television phone
- 20 Video telephone
- 21 The service specification part of an initial screen
- 22 The center section advertising display of an initial screen
- 23 The example of a menu screen of selection service
- 24 Partial advertising display

Drawing 2

		21	
12 総合財團法人 日本文化振興会	11 テレビ電話放送 又放送会員	19 音楽出版社	9 名越サークル・NPO ボランティア会員
1 相子 テレビ電話			8 芸能イベント 情報 プロスピーチ
2 商店 生活 用品 スパーキ 情報			7 占い 書籍 ストレス情報 スポーツ
3 外食 映画 タウン誌 レジャー旅行情報	22 出版物販売元会員		
4 地場小学校 市町村公会員	5 図書 雑誌 音楽 銀行 出版会員		6 通販会員 テレビ電話会員

Drawing 3

24 時分表示部	
1 相手アレビ音語	1 A スーパの今日の目玉商品 専 101 洗剤 198
2 商店生活用品 スーパー情報	2 B スーパの今日の目玉商品 専 100 洗剤 200
	3 C 商店の目玉商品 専 99 洗剤 199

Drawing 1

